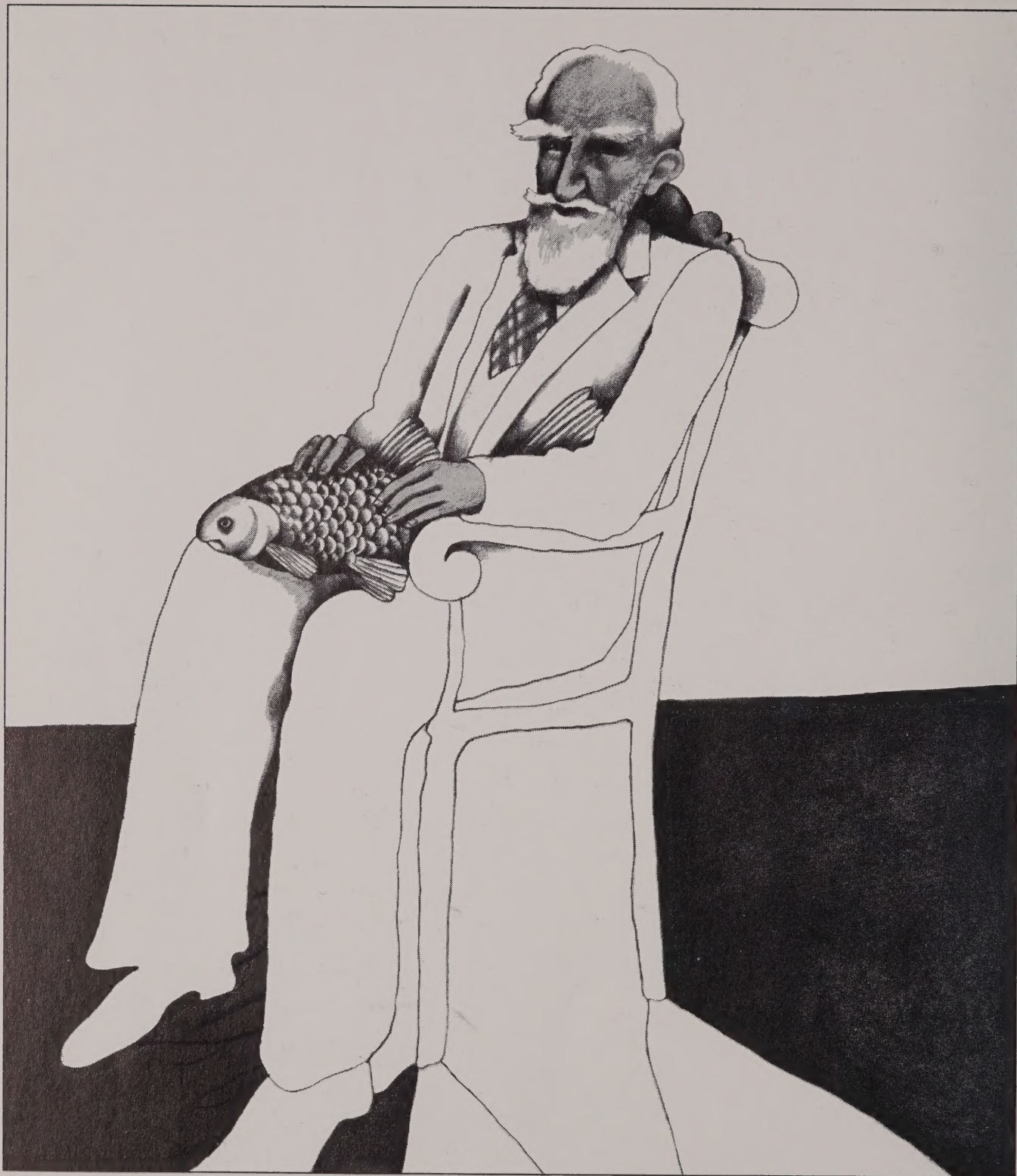


JOURNAL OF COLLEGE RADIO

DECEMBER, 1969



So You Want To Go Into Broadcasting?



GHOTI? George Bernard Shaw developed that word to display the difficulty in English communication. According to him, the *gh* is pronounced as an *f* like in cough, the *o* like an *i* in women, and the *ti* like *sh* as in nation. So the word, ghoti, is pronounced quite simply, fish.

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PUBLISHER'S REPORT

Jack Deskin

It's a startling observation to see yourself reflected, just as you appear. In fact, it is so startling, you immediately say the reflection is distorted.

Remember the Queen in Snow White? As long as the mirror on the wall said she was the fairest of them all, she was happy. She could sit in her ivory tower and gloat over what she saw. She had been reassured of her beliefs.

It was when the mirror told her something she didn't want to hear that created her hate for the mirror. "How can a mirror say these evil things and distort the truth about me," she said, "After all I am the Queen and the Queen can do no wrong."

There were several events that happened before she decided to poison Snow White. Several years earlier, The FMC (Federal Mirror Commission) had put curbs on mirrorcasting. It was a simple doctrine with an ear-appealing sound called 'fairness.' In fact, the phrase rates as high on the appealometer as "life, liberty, and the pursuit of happiness." In basic terms, the doctrine meant that if any mirrorcaster gave the views of one side of a controversial subject, it had to present the other side also.

One day, an FMC Chairman spoke out against the industry calling it a "vast wasteland."

Hindsight being better than foresight, would have told the Queen to stop this FMC crusader. Everybody was happy with mirrorcasting. It entertained, told viewers to support the Red Cross, and even skimmed over the news now and then.

But mirrorcasting started growing up. Instead of showing the public reruns of *I Love Guenevere*, it began showing the public itself. It showed them fighting a war in another country. It showed poverty in its own country. It reflected the racial discrimination, the labor-management problems, the corruption in government. And it showed what other people in other countries thought about them. Mirrorcasting showed the dissent of different factions of the public. It mirrorvised the discontent on the university campus, riots in the streets, crime in the city, and marches for peace. It even projected the image of a national political convention.

This was too much for the public to accept. They were actually seeing themselves and they didn't like what they saw.

The mirror people decided to go one step farther. Commentators were put on the mirror to make analysis and sometimes present criticism of the images people were seeing. They even commented on actions of the Queen and her appointed court.

There was nothing left to do. The Vice Queen spoke up and accused the mirror networks of holding unprecedented concentration of power over public opinion. He suggested it may be time they were made "more responsive to the views of the nation."

"The people can register their complaints on bias through mail to the networks and phone calls to local stations," he said. "This is one case where the people must defend themselves . . . where the citizen, not the government, must be the reformer . . . where the consumer can be the most effective crusader."

The network chiefs answered back. One called the speech an "unprecedented attempt . . . to intimidate a news medium which depends for its existence upon government licenses."

Another chief claimed that the Vice Queen "... used the influence of his high office to criticize the way a government-licensed news medium covered the activities of government itself."

The new chairman of the FMC endorsed the Vice Queen's charges of bias in network mirrorcasts, calling the criticisms thoughtful and provocative.

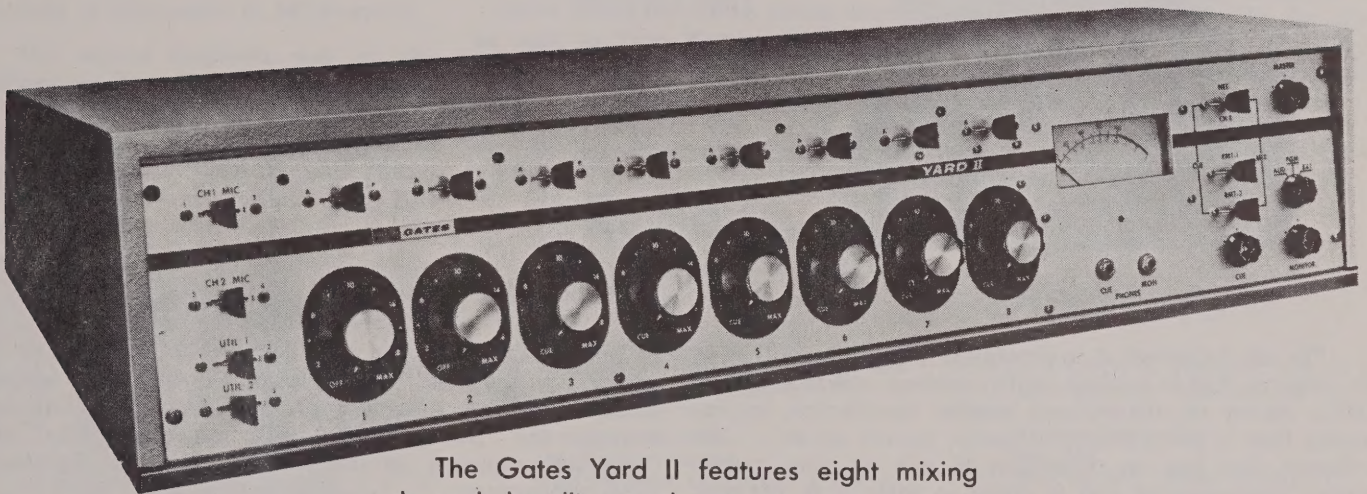
One Senate leader said, "I think the networks deserve a thorough goosing."

Yet another Senator said the speech was "an attack with the ultimate aim of dividing this country" on the issue of the war.

The chairman of a national political party said, "I think it's rather ironic that when the Queen is calling for unity, he sends the Vice Queen around the country making some of the most abusive, shameful kinds of statements about people that we've seen since the days of McCarthy."

The Queen had no other choice. She attempted to poison the fairest of the fair. The important point to remember is that Snow White survived and the mirror was never destroyed.

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FROM THE EDITOR

Ted Leitner

"In my judgment it is absolutely preposterous that in an industry that is earning, many stations well in excess of 100% return on depreciated capital investment, an industry that is using public property, the air waves . . . an industry that has an obligation to put on some public service programming and is doing so little of it; for that industry to hold up the elected public officials and make them pay to get time from public property in order to permit the people of this country to hear from their elected public officials, it's, you know, the rationing of time and then charging for them, it's kind of like a criminal stealing a woman's wedding band after he's raped her . . ."

The analogy comes from the words of FCC Commissioner Nicholas Johnson, who made the remarks during an appearance on CBS-TV's *Face the Nation* back in September. It was one of many television appearances that the Commissioner made, beginning last summer, that caused a verbal furor within the broadcasting industry.

This issue of the *Journal* contains an article written for us by Mr. Johnson, with an orientation toward the college broadcaster and his (or her) future role in the industry. A look at the Commissioner's views on radio and television, in general, might give the student a clear prospective on the problems that Mr. Johnson claims are bringing us to the point where, as he has said, "we're about to witness the final take-over by the broadcasters."

To be sure, Johnson has been most vocal in his attacks on broadcasters, especially in the *Face the Nation* interview and during a talk with Dick Cavett, on the latter's now extinct ABC show on August 25th. In fact, despite the presence of the Carson, Griffin and Bishop talk shows, Vincent Wasilewski, President of the National Association

of Broadcasters, quipped that the biggest attraction of the season was the new "Nick Johnson Show!" In an address to the Tennessee Association of Broadcasters, Wasilewski charged the "show" with "over-commercialization" and "excessive violence to the facts," after Mr. Johnson's CBS appearance.

On *Face the Nation*, the Commissioner had reiterated his contention that there exists an aura of news suppression by the networks, caused by the pressure which is brought to bear on top level executives by the large corporate advertisers. Indeed, it has been Mr. Johnson's notion that "... a government of the people, by the people, and for the people, has become a government of the people, certainly, but by the corporations and for the rich."

The example of the CBS-owned New York Yankees was discussed by the Commissioner with commentator Mike Wallace on the show; where CBS had allegedly issued a memorandum dealing with how coverage of the Yankee games should be handled by newsmen. As it turned out, the memo had been initiated by WCBS(am) in New York and not by the CBS management, and had been written after WCBS had been almost a half-hour late in reporting a Yankee night game. This was just one isolated item. The Commissioner has cited many others in his attacks on the broadcasters. He has spoken relentlessly about the lack of programs dealing with the health hazards of cigarette smoking, safety on the nation's highways, corporate crime, food processing and soap manufacturing, and "black lung" disease, among many others.

Commissioner Johnson's attacks have not, in the least, been directed only on the network news structures,

(Continued on Page 26)

REGIONAL NEWS

Crompton Traveling

IBS's Vice President for Regions, Richard Crompton, has been on the go recently, making appearances in Washington, D.C. and Minnesota during a one-week period in early November.

Dick delivered the opening address on November 8th at the North Central Regional Convention, held at the University of Minnesota in Minneapolis.

His second stop-over was at the Sheraton Park Hotel in Washington, D.C. for the 45th annual convention of the National Association of Educational Broadcasters. There he presented a survey paper on limited area AM broadcasting.



Richard Crompton
IBS VP Regions

Change Your Calendar!

The Journal reported in the November issue that the fourth annual Southern College Radio Conference was to have been held November 7-8 at Clemson University. Due to various time conflicts, the conference has been postponed until the second week-end in March, 1970.

Any further details on the plans for the conference can be obtained from Richard Oborn, at WSBF-FM, Clemson University.

Format Magazine

The North Central Region of IBS continues to publish its monthly magazine, *Format*, covering the activities of the member stations within the region.

Highlighting the November issue was the scheduled North Central Regional Convention, held November 7-8 at the University of Minnesota.

News items for future issues should be sent to Tom Karnowski, Editor, Box 134, Sauk Rapids, Minnesota 56379.

New Director

Larry Phillips, a student at Georgia State College, in Atlanta, has been named the new Regional Director for IBS's Southern Region.

In addition to activating the integral work of the region's stations, the new Director has plans for a monthly newsletter, which was to begin publication in late November.

As of this writing, Phillips had planned to be in Nashville for about two weeks, beginning December 5th, to call on area stations and discuss IBS activities.

Regions and Directors

NEW ENGLAND REGION (Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island):

Dennis E. Marshall
117 Westgate Street
West Hartford, Connecticut 06110

MIDDLE ATLANTIC REGION (New York City, Long Island, New Jersey, Delaware and Pennsylvania out to a 250-mile airline radius from NYC):

Directorship vacant, candidates wanted

CAPITOL REGION (Maryland, Virginia and the District of Columbia):

Midn. Daniel D. McConnell
16th Company, U.S.N.A.
Annapolis, Maryland 21412

SOUTHERN REGION (North Carolina, South Carolina, Tennessee, Alabama, Mississippi, Georgia and Florida):

Larry Phillips, c/o WGSC
Georgia State College
Atlanta, Ga. 30303

EMPIRE REGION (New York State with the exception of NYC and Long Island):

Edward M. Sznaka, c/o WCVF
State University of New York
Fredonia, New York 14063

GREAT LAKES REGION (Michigan, Indiana, Ohio, Kentucky, West Virginia and that area of Pennsylvania over 250 miles airline from New York City):

David Ottaviano, c/o WSAJ
Grove City College
Grove City, Pennsylvania 16127

SOUTHWEST REGION (Oklahoma, Texas, Arkansas and Louisiana):

Perry E. Thoele
c/o Radio-TV-Film Department
Oklahoma State University
Stillwater, Oklahoma 74074

NORTH CENTRAL REGION (North Dakota, South Dakota, Minnesota and Wisconsin):

Thomas Karnowski
Box 134
Sauk Rapids, Minnesota 56379

MIDWEST REGION (Nebraska, Kansas, Iowa, Missouri and Illinois):

Jeffrey Boone, c/o W P C S
William Penn College
Oskaloosa, Iowa 52577

NORTHWEST REGION (Washington, Oregon, Idaho and Montana):

Daniel Ketcham
Northwest Nazarene College, Box K
Nampa, Idaho 83651

MOUNTAIN REGION (Wyoming, Utah, Colorado and New Mexico):

Ted W. Scott, c/o KCSU - FM
Colorado State University
Fort Collins, Colorado 80521

PACIFIC COAST REGION (California, Nevada and Arizona):

Michael E. Bloom, c/o KCSB
University of California
Santa Barbara, California 93106

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Richard H. Crompton/home tel. 215-644-1688
Vice President—Regions
248 Swedesford Road/work tel. 215-644-4096
Malvern, Pennsylvania 19355 215-644-1123

10 Watt Class D Stations Excluded

The Federal Communications Commission has proposed to extend equipment performance measurement requirements to all educational FM stations on reserved channels, with the exception of 10-watt Class D stations.

The Commission said it was not applying the requirement to the 10-watt stations because they are designed to be very inexpensive operations and "in view of the low power involved, it appears that continuing exemptions from this requirement should be granted for them."

In extending the rules, the Commission noted that with the recent increase in economic support for the educational stations it would be less of a burden to take on the "relatively small expense" involved in the annual equipment performance measurement.

New Pacifica Station

The FCC, in a 5-2 decision approved the Pacifica Foundation's application for a construction permit to operate a noncommercial educational FM station in Houston.

Commissioner Robert E. Lee, one of the dissenters, issued a statement in which he quoted in full a 54-line poem that had been cited in a recent complaint against the foundation's Los Angeles station, KPFFK (FM).

The poem, "Jehovah's Child," was broadcast on Sept. 21 during a discussion program concerning the dismissal of two women English teachers by the Los Angeles Valley College for reading it to their classes.

Commissioner Kenneth A. Cox defended the station. He said KPFFK had "exercised a bona-fide programming judgment which was well within its discretion in serving the needs and interests of its area."

Pacifica has another application set for hearing in Washington.

New Chairman

The FCC has a new chairman. The senate confirmed Dean Burch, one-time aide to Senator Barry Goldwater and former chairman of the Republican National Committee, to succeed Rosel H. Hyde as the Nixon administration's head commissioner. Also confirmed was Robert Wells, a Garden City, Kan. broadcaster, to succeed James J. Wadsworth.

There was little opposition to the nominations. The loudest was voiced by Absalom Jordan, chairman of Black Efforts for Soul in Television, charging that the Senates subcommittee's handling of the appointments was an apparent "attempt to engineer a railroad job." His primary argument was that a black man should have been appointed to the FCC.

Chief FCC Hearing Examiner Arthur Gladstone administered the oath of office to the new commissioners.



Dean Burch

FCC Ruling

In response to a request by WBAI-FM in New York City, the FCC has ruled that stations operating in situations similar to WBAI are subject to educational FM rules, except for allocations, assignments, and equipment performance measurement requirements. WBAI is a non-commercial educational station operating on an unreserved or "commercial" channel.

There are currently 18 educational FM stations, one of which is WBAI, which operate on "commercial" channels. Because of this type of arrangement, the question has arisen as to whether they are to operate under educational or commercial rules in certain areas.

The station asked for a ruling after it was cited for violation of three sections of the commercial rules, involving program logging, annual equipment performance measurements and station identification. Under educational rules, the citations would be in error.

The FCC said the current rules were



Robert Wells

ambiguous and therefore it would not be "appropriate to impose any penalty" on the station. It ordered an amendment of Part 73 of the rules to specify that non-commercial educational stations on unreserved channels come under the educational FM rules, including the provisions for program logging and station id's.

The Commission's new rules will apply only to stations "truly non-commercial educational" and complying with the rules with regard to the service being rendered. It said it does not apply to other stations "even though their service may be largely non-commercial in character"

Congressional Action

The Senate last month approved a bill authorizing \$20 million for the Corporation for Public Broadcasting and \$15 million a year for three years for educational - facilities grants through the Department of Health, Education and Welfare. The bill was immediately sent to President Nixon for final approval.

The bill (S. 1242) combines House alterations of the original Senate bill, which provided facilities authorizations of "such sums as may be necessary" for each of the next five fiscal years. The House reduced the original period to three years and instituted a \$15 million ceiling.

After final approval of the bill by the President, actual granting of funds must await action by the appropriations committees and again by both houses.

In past years, the Congressional committees have reduced the initial authorizations for CPB by 50% or more in some cases.

Network Okayed

Final plans for the development of an all-night radio network of interconnected carrier current campus stations were given the green light recently by the FCC.

The Commission, in response to a letter from Bruce W. Fisher at the University of Cincinnati, specified reporting requirements for the network but indicated they had "no objection" to the project at that time.

In responding to the letter, the FCC

stated that although the network would be directed primarily to college listeners, the vastly expanded audience could have a great impact beyond what had been originally contemplated by the Commission in its authorization of campus stations. The Commission said, "Apart from the clearly interstate character and effect of your proposed network, operation of such a campus radio network reaching across the country with a potential listening audience of such magnitude could require future consideration of the applicability of numerous conditions and policies under which individually licensed broadcast stations are required to operate." (i.e. equal time provisions, Fairness Doctrine, etc.)

As a condition of the authorization, the Campus Network was asked to submit a report to the FCC one year after the start of the operation. This was necessary, in the eyes of the Commission, to determine whether the FCC's responsibility under the Communications Act may require further action in the future.

The letter to the Commission was ruled on by Commissioners Hyde (Chairman at that time), Robert E. Lee, Cox, Wadsworth (since replaced by Robert Wells), Johnson and H. Rex Lee. Only Commissioner Bartley issued a dissenting opinion to the Cincinnati letter.

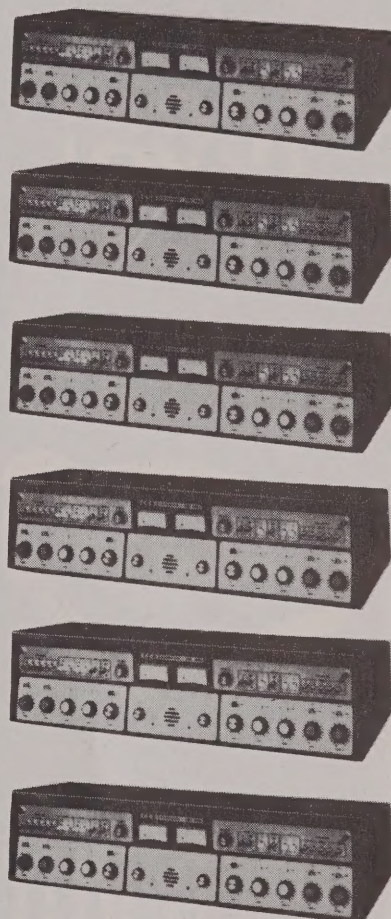
Campus Goes CATV

The Federal Communications Commission recently authorized college station WJC, located on the campus of Juniata College in Huntingdon, Pennsylvania, to rebroadcast its programming over the facilities of the Huntingdon TV Cable Company.

In responding to the Juniata request, the Commission said that the proposal would go beyond the limited purpose and objectives of campus radio operations, which limit the minimum effective power necessary to accomplish the desired results of covering an average college campus population.

It was also noted that the WJC proposal would greatly increase the availability of its campus programming to the general public and would be indistinguishable from those of licensed broadcast stations. Therefore, the FCC wanted additional information about campus radio stations and

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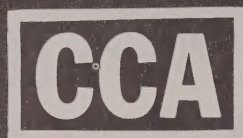


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asked for a report one year after the beginning of the CATV operation.

The College was informed that the authorization to operate on the CATV system was conditioned on the station meeting pertinent programming operational conditions which are currently applicable to licensed stations. These were enumerated, in part, as equal opportunity for political candidates, fairness and rules on sponsorship identification, lotteries and obscenity.

At the present time, campus stations are authorized to operate as "restricted emission devices" under Section 15.7 of the Rules, with the minimum power necessary to provide entertainment, information and news to the college campus population. The current signal limitations are several hundred feet and are generally limited to the immediate campus area.

Protest Coverage

Two universities in Washington, D. C. established a temporary network to cover the anti-Vietnam war demonstrations that were held Nov. 13-15 in the Capitol by the New Mobilization Committee to End the War in Vietnam.

Georgetown University's WGTB-FM and WAMU (am) at American University ran the Intercollegiate News Network, feeding live and taped reports of the demonstrations to 150 college stations across the country.

WAMU (am) was to be in charge of the Network, with American's WAMU-FM to originate its own programming, using a feed from its AM affiliate to use on the Eastern Educational Radio Network.

IOTA Plebes

The National Council of Iota Beta Sigma, the National Collegiate Broadcasting Fraternity, voted this fall to make all staff members in affiliate stations of IBS Plebes in the fraternity. This associate membership allows the staff all services of the fraternity except rights reserved for members with full membership. The non-voting Plebes may use the fraternity coat-of-arms, read the official news, and may form or join a chapter of Iota Beta Sigma.

For more information, contact Mr. Don Grant, Grand Executive Secretary, 25G Fairway Gardens, Garberville, N. Y. 10923.

CPB Qualifiers

The Corporation for Public Broadcasting published a list of the 73 public radio stations throughout the nation that have qualified for CPB support under recently established criteria.

The 73 stations meeting the new standards are among the more than 400 non-commercial AM and FM stations in the United States.

In announcing the list of qualifying stations, John W. Macy, Jr., President of CPB, said that the stations already demonstrating vitality at the local level, and thus meeting the new criteria, would have priority for CPB funding. It was expected that the non-qualifying stations would strive to further raise their present levels of financial support and program services.

Mr. Macy added that assistance programs for non-qualifying stations would soon be developed, "with the realization that these underdeveloped stations must also be given attention if CPB is to most effectively make non-commercial educational radio services available to all citizens of the United States, and if public radio is to effectively serve the public interest, convenience and necessity."

Of the 73 stations so far qualifying, 58 are FM and 15 are AM.

The standards spelled out in the recently promulgated CPB Policy for Public Radio Station Assistance include signal power, production capability, regularity and length of operating schedules, adequacy of staff, and quantity and quality of programming devoted to educational, informational, and cultural material.

The evaluation of non-commercial stations in the light of the new criteria was made by a committee consisting of Richard Estell, Manager, WKAR-AM-FM, East Lansing, Mich; Albert Fredette, Manager, WAMC, Albany, N.Y.; Karl Schmidt, Director of Radio, WHA-AM-FM, Madison, Wis; Robert Mott, Executive Director of National Educational Radio, and Al Hulsen, Director of Radio Projects, Corporation for Public Broadcasting.

New Chairman

National Educational Television directors have elected Norman Cousins, editor of the *Saturday Review*, as their new chairman.

Cousins will succeed Everett Case, who has retired from the organization.

McCloskey Report

News Director
WASH-FM
Washington, D. C.

It seems that House committees will soon allow broadcasters to cover their hearings live or on tape or film. A ban on this type of coverage is the reason that you see so many House witnesses repeating their remarks outside the hearing rooms for the benefit of broadcast newsmen. Under the proposal, photographers would also be allowed into House hearings.

The decision, when it comes, will be good news for Educational Station WETA in Washington, which goes on the air with an FM station in early 1970. A substantial part of their broadcast schedule will be taken up with live and taped broadcasts of important hearings.

Some, but unfortunately few, college stations are broadcasting student government meetings. It can usually be accomplished with a minimum of trouble. WWVU at Villanova used a microphone at the President's podium, another at a desk in the rear where WWVU'S reporter sat and two roving mikes. At Villanova, those who worried that radio would make a circus out of Student Government soon found that the presence of microphones tended to calm a lot of wild talk. The SGA members realized that constituents and administration could be listening and that their rhetoric had a far wider audience. Taped excerpts are then, of course, available for later newscasts.

Anchoring an SGA meeting or editing the tape afterwards can be good experience for a young newsman to have on his record when he goes to apply for his first job.

It's budget time in professional radio. Some stations might have a larger budget for part timers starting the

first of the year. This might be a good time to check back on some of those program directors or news types that told you to "keep in touch".

Beatlemania

I'm sure there are stories from all around the country on the Beatle story and college broadcasters. Here's the best one that has gotten this far.

WGTV-FM at Georgetown had an early morning show devoted to the rumors and the Beatles in general. At 3 a.m. the announcer made accusations against the "establishment press" saying that radio, TV and the newspapers were suppressing the "Paul is Dead" story. He went on to call on his listeners to rally immediately at DuPont Circle, a slightly uptown gathering place for the city's young people.

Those who were on the scene say the police were baffled to see 75 people standing around DuPont Circle at that hour of the morning. No one knows if anyone from the station was there. Most who showed up were there only to see if others would be crazy enough to go anywhere, to do anything at 3 a.m. The point is that this is a college FM station that drew 75 people to a demonstration that had no advance publicity at 3 a.m. Fantastic!

MRN Expands

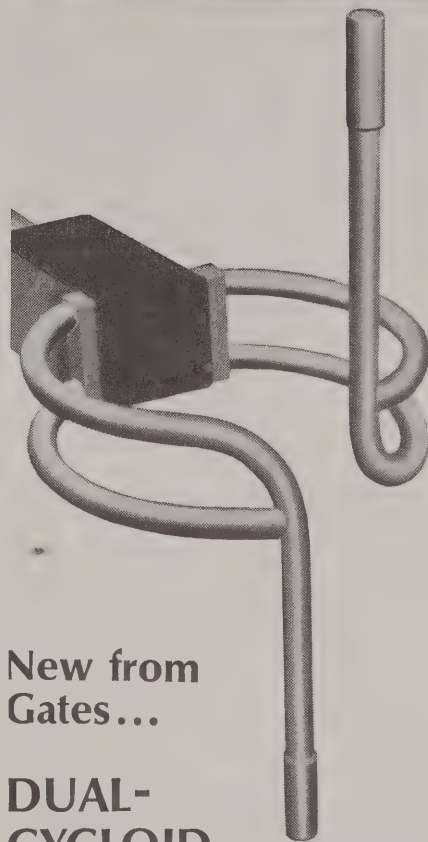
Metromedia Radio News continues its growth across the country. As before, the service is offered free of charge to educational stations. Your only cost is line charges from the nearest MRN affiliate. It might pay you to drop a card from time to time to Alan Walden at MRN, 230 Park, New York, to see if the closest station is any closer to you.

While on the subject of news, it is interesting to note that one of the Westinghouse stations now has a newsman as General Manager. Art Schriber, who has held several news executive positions with Group W has been at the helm at KFWB for several months. The pattern of management coming only from sales positions is quickly changing. More and more programming executives are being named to manage stations.

NAB Codes Available

The NAB announces that copies of the current editions of the radio and TV codes are available from the Code Authority, 1771 N Street, N. W., Washington, D. C. 20036.

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Correspondence

Editor:

WVMS has been associated with the Intercollegiate Broadcasting System since its inception in 1967. Yet in three years IBS has never shown any interest in WVMS and other on-campus stations whatsoever. Furthermore, although you had printed my previous letter, you left out what I consider the best part—my criticism of "The Journal of College Radio."

You have, continually, only featured the FM giants. I must admit I feel you could care less about closed-circuit college radio stations.

Being the head of a closed circuit station that really does something (and also I might add an IBS member) I know how other stations like us feel (that is if they pay any attention to your publication.)

Montclair State is located 15 miles from N.Y.C. You may realize that such stations as WABC, WMCA, WOR-FM, and WNEW are in competition with little ol' WVMS. Yet, we draw 55% of our possible listening audience away from these "giants." Not bad, I think.

Might I suggest that since you don't care about the smaller members of your vast organization (I gather we pay the same \$45 fee), why don't you start another magazine dedicated to carrier-current stations. Maybe then we would stand a chance.

By the way, it seems very interesting to me that you featured KVRO-FM as your station of the month . . . didn't you, Mr. Leitner, serve as program director there at one time?

David H. Kerr
WVMS
Montclair State College
Upper Montclair, N. J.

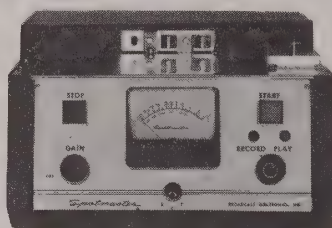
Ed. Note: The only part of Mr. Kerr's original letter that was left out (Journal-September, '69) reads, "I hope that you will not write this letter off because it is not written on our stationery, but I thought that perhaps a personal letter might get further than one that was typed and on official station letterhead."

His criticism of the Journal must have been entirely left out of his letter when it was written and not when it was published!

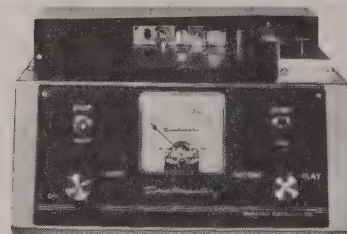
The Spotlight Is on

Spotmaster

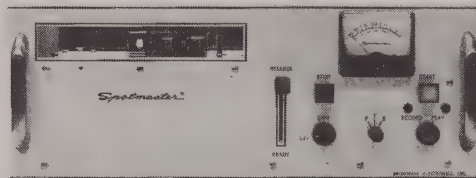
Superior Tape Cartridge Recording and Playback Equipment



Model 500 C



Model 400 A



Model 500 CR

COMPACT 500 C SERIES—Completely solid state, handsome 500 C equipment features functional styling and ease of operation, modular design, choice of 1, 2, or 3 automatic electronic cueing tones, automatic record pre-set, separate record and play heads, A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . adding up to pushbutton broadcasting at its finest. Specs and performance equal or exceed NAB standards. Record-play and playback-only models are available.

RACK-MOUNTED 500 C MODELS—The 500 CR rack models offer the same Model C design and performance features and are equipped with chassis slides ready to mount in your rack. Each unit slides out for easy head and capstan cleaning and other routine maintenance.

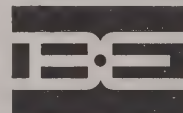
All 500 C models carry iron-clad full-year guarantees.

ECONOMICAL 400 A SERIES—Now even the smallest stations can enjoy Spotmaster dependability with the low-cost, all solid state 400 A series, available in compact record-play and playback-only models. Performance and specifications are second only to the 500 C series.

For complete details about these and other Spotmaster cartridge units (stereo, delayed-programming and multiple-cartridge models, too), write, wire or call today. *Remember, Broadcast Electronics is the No. 1 designer/producer of broadcast quality cartridge tape equipment . . . worldwide!*

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Editor:

We are very much interested in your Station of the Month program. However, we do not know any details of how to apply, etc. We would appreciate any information you could send us on how we could get in the running for Station of the Month.

I might add that we enjoy the magazine very much and are looking forward to the convention.

Bonnie Haines
WMSR
Millersville State College
Millersville, Pa.

Ed. Note: Stations interested in being considered for the Station of the Month should send a written story about their station, including coverage, equipment, staff, history, plans, etc. to the Journal. This should be accompanied by six to eight (8x10) photos of the station, staff, outstanding events, remotes, etc.

Editor:

I read with interest your article "From The Editor". For the past twenty two years I've been servicing college radio. During these many years I've been getting record companies interested in college radio. Most of the record companies agree that college stations are important in promoting their product.

I feel and have voiced this to the members of IBS for many years. If the record companies are not interested in seeing that these stations are serviced, the stations should just forget about the companies. I cover over 565 college radio stations in the United States. Most of the companies only cover a few hundred. My clients records are sent to all of these stations.

Not to put all the blame on the record industry. A lot of the college radio stations are at fault in the kind of public relations they do. Feedback is important to have a good working relationship. There are many stations that like to receive but never take the time to let you know how the record is doing. This is important to the promotion man.

Maybe with a little extra work from the college radio station, the fellow with the record company will send his product.

I like the 1969 annual. Keep in touch, thanks and regards.

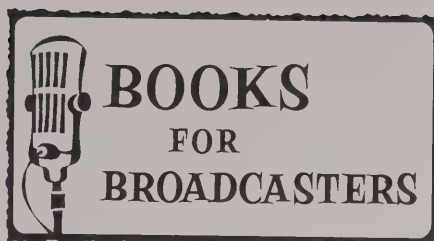
Paul Brown
Paul Brown Promotion
New York, N. Y.

Iota News

Iota Beta Sigma has announced through its national office the creation of four new chapters.

Northwest Missouri State College
KDLX Radio
Maryville, Mo.
Wisconsin State University
WSUR Radio
Eau Claire, Wisc.
Central College
KCUI-FM Radio
Pella, Iowa
Brooklyn College
WBCR Radio
Brooklyn, N. Y.

The above four bring to 42 the number of national chapters of the National Collegiate Broadcasting Fraternity.



Associate Editor
Dale Ross

Today, in the age of the radio disk jockey, you and I casually switch on the radio to provide almost unnoticed background music for housework or homework. As we all know, things were not always this way. Erik Barnouw's *The Golden Web* "tells it like it was." Like it was, that is, before television usurped radio's honored spot in the living room and relegated it to the kitchen, where the radio now produces the morning news—just as the percolator produces the morning coffee.

For those who were fans of Amos 'n Andy, Our Gal Sunday, Fred Allen, or any of the other top rated programs from the Golden Age of radio, Barnouw's book has all the nostalgic qualities of a look through one's high school yearbook. *The Golden Web* includes excerpts from the scripts of some of these and other famous radio shows. Also included are many behind-the-scenes anecdotes—most of which are good for a laugh, and some of which might even raise an eyebrow or two.

More important, however, than the "letter from back home" quality of *The Golden Web*, is the in-depth account of what was perhaps the most influential period in the history of broadcasting—1933-1953. Barnouw examines the reasons behind the developments—innovations at the time—which have shaped American broadcasting to this day. For example, the events leading up to the adoption of the equal time doctrine for political speakers are outlined. In addition, the adoption of the FCC Blue Book is documented.

Perhaps the most outstanding feature of the entire book is its fascinating account of the birth of network news coverage. The careers of Edward R. Murrow, H. V. Kaltenborn, and others are traced from the mid-thirties, when network news was little more than an idea, through World War II, where these newsmen became giants. The excerpts included in the book which were taken from Murrow's


"This is London" reports will probably move those who heard him broadcast them originally, and should leave an impression on those of us who did not.

Barnouw has written *The Golden Web* as a history of broadcasting, but he makes the history relevant by showing how the events of the past led to the developments which still influence broadcasting today. My advice to those of you who decide to read *The Golden Web* is this: don't expect entertainment alone. Expect to learn something, and you will. You will also be entertained.

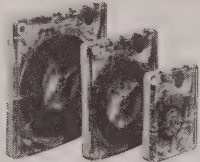
Correction

The telephone number as reported in the October issue of JCR for MODERATOR BROADCASTING should be
212-799-5960

JCR regrets the error.



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All lengths and sizes stocked — fast service — highest quality

Series	Type	Time at 7 1/2 ips	Unit Price
	300	20 sec. (13')	\$1.90
	300	40 sec. (25')	1.95
	300	70 sec. (44')	2.00
	300	100 sec. (63')	2.15
	300	140 sec. (88')	2.25
	300	3 1/2 min. (132')	2.40
	300	5 1/2 min. (207')	2.75
	300	8 1/2 min. (320')	3.55
	300	10 1/2 min. (394')	3.70
	600	12 1/2 min. (470')	5.30
	600	16 min. (600')	5.95
	1200	26 min. (975')	9.05
	1200	31 min. (1163')	9.95

Also: DL cartridges (for Spotmaster delay machines), empty cartridges, bulk tape, tape-tags and other accessories.

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Commissioner Johnson

"So You Want To Go Into Broadcasting?"

By Commissioner Nicholas Johnson

"A fireman, or a football player, or an astronaut"—that's what some of us wanted to be when we grew up. Now that we have grown up (most of us, anyway), we have different ideas. Of course, some of us *still* want to be firemen, football players, or astronauts. But some of us want to go into broadcasting.

Congratulations! I can think of no other choice more valuable to our society, or more courageous. Why *courageous*? John Barrett, writer and manager for Tom and Dick Smothers, once remarked: "If all those broadcasters ever stopped to think what they were really doing, they'd get out of the business as fast as they could. They'd be frightened to death. The broadcaster's responsibilities are simply terrifying." He's right. Let's look at some of those responsibilities.

Impact

Whenever someone begins to worry about the impact of radio and television programming on the public, industry spokesmen are likely to respond with one of broadcasting's big myths: "We just give the people what they want. Entertainment programming doesn't have any 'impact' on people. It's just entertainment. And news is just news. It happens; we report it. Besides, if the viewer doesn't like it, he can always turn it off."

Of course, we all know that's perfectly absurd. At least, if it isn't, then

advertisers, who spend over \$2.5 billion annually for television commercials on the assumption they will have an impact, are going to be very unhappily surprised. So is the United States Information Agency, which spends about \$200 million a year on the theory that the information it distributes will have an impact on the thinking of the world's peoples about the United States. So, too, are those countries that go to the expense of "jamming" the programming of Voice of America and Radio Free Europe.

It's perfectly obvious that radio and television have an enormous impact on our lives. Rowan and Martin introduced the expression, "Look that up in your Funk and Wagnalls," and the dictionary's sales went up 20%. Alexander King showed up one night on Jack Paar's talk show, and his new book, *Mine Enemy Grows Older*, was sold out all over the country. What do millions of American boys have in common with Daniel Boone and Batman? Coon-skin caps and Batman capes—millions of them—which they started wearing after seeing them on television.

Brooklyn College sociologist Dr. Clara T. Appell found that 60% of the families she studied changed their sleep patterns because of television, 55% changed their eating schedules, and 78% used television as an "electronic babysitter" for their children. Medical doctors are encountering what they call "TV spine" and "TV eyes." Water system engineers have to build

"So you want to Go Into Broadcasting?" was written exclusively for the Journal by FCC Commissioner Nicholas Johnson.

Commissioner Johnson began a seven-year term as a member of the FCC on July 1, 1966. Before joining the Commission, Mr. Johnson served as Maritime Administrator for more than two years.

The youngest member to serve on the FCC, the Commissioner was born on September 23, 1934, in Iowa City, Iowa. He received his B.A. and LL.B. degrees from the University of Texas in 1956 and 1958 and was also elected to membership in Phi Eta Sigma, Pi Sigma Alpha, and Phi Beta Kappa.

In the fall of 1960 he joined the faculty of the University of California Law School as an acting associate professor with his principal courses being administrative law and oil and gas regulation.

From 1963 until his appointment as Maritime Administrator, on August 2, 1964, he was associated with a Washington law firm, where he engaged in practice relating to administrative agencies other than the Maritime Administrations and the FCC.

city water supplies to handle the drop in water pressure when toilets are simultaneously flushed city-wide during television commercials. Even the *lack* of television has an impact: New York City's births jumped noticeably nine months after the blackout!

Dean George Gerbner of the Annenberg School summed it up when he said:

In only two decades of massive national existence, television has transformed the political life of the nation, has changed the daily habits of our people, has moulded the style of the great generation, made overnight global phenomena out of local happenings, and redirected the flow of information and values from traditional channels into centralized networks reaching into every home. In other words, it has profoundly affected . . . the process by which members of our species become human.


You, an Educator?

Well, all right, so radio and television have an impact. What's that got to do with you? OK, chew on this for a while: There are over 60 million homes in the United States, and more than 95% of them have television sets. (More than 25% have two or more sets.) In the average home, that set is turned on some 5 hours and 45 minutes a day. The Violence Com-



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 There are plenty of good, functional reasons behind the new look of Electro-Voice professional microphones. Reasons dramatically proved by the rapid success of the Model 635A and the RE15. Now we've added the RE55 to this handsome group.

The RE55, like its predecessor the 655C, is an extremely wide-range omnidirectional dynamic. And in most electrical particulars it is not greatly different. RE55 frequency response is a bit wider, and perhaps a trifle flatter. An impressive achievement when you consider that the 655C has been extensively used as a secondary frequency response standard. Output level is 2 db hotter, and the exclusive E-V Acoustalloy® diaphragm of the RE55 can provide undistorted output in sound fields so intense as to cause ear damage.

The biggest changes in the RE55 are mechanical. For this microphone is even more rugged than the 655... long known as one of the toughest in the business. There's a solid steel case and new, improved internal shock mounting for the RE55. Plus a satin nickel finish that looks great on TV long after most microphones have been scarred and scratched almost beyond recognition.

For convenience we've made the barrel of the RE55 just 3/4" in diameter. It fits modern 3/4" accessories. It also fits the hand (and its length makes the RE55 perfect for hand-held interviews). We also provide XLR-3 Cannon-type connectors to help you standardize your audio wiring. Detail refinements that make the RE55 more dependable, easier to use.

Finally, the RE55 has the exclusive Electro-Voice 2-year *unconditional* guarantee. No matter what happens, if an RE55 fails to perform during the first two years — for any reason — we'll repair it at no charge.

Try the Electro-Voice RE55 today. The more you listen, the better it looks!

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mission reports that children in ghetto areas watch an average of between five and seven hours a day. The average male viewer, between the ages of two and sixty-five, will watch television for over 3,000 entire 24-hour days—roughly nine full years of his life. Children will watch television for 22,000 hours before they even reach the age of eighteen.

The point is this. Americans now receive more “education” from television than from the 19th century institutions we call “schools.” By the time the average child enters kindergarten, he has already spent more hours learning about his world from television than he will spend in a college classroom earning a B.A. degree.

Radio is no different. There are millions of kids running around this country with transistor radios in their pockets and earphones plugged into some disc jockey’s mouth. I wonder what he’s telling them. (Some of you are D.J.’s now. What are *you* telling them?)

Most of you have, or will have, a college education. Most of you want your children to have one too. And many of you would change your job, move your home, scrimp and save your money—all to get your children into schools and colleges with fine teachers, men and women with penetrating, incisive minds, teachers who know how to inspire. Yet by the time your child reaches kindergarten, he’s already received the equivalent of a college education. Only you didn’t know it. Not only that, you don’t even know who his teachers were. Ed Sullivan, the Beverly Hillbillies, Marshall Matt Dillon, and Gomer Pyle are some of them. Who are the others? What are *their* teaching credentials?

And what are our children learning about life from radio and television? Some stations spend one-third of their time, and even more, on commercials. What are those commercials teaching us? You can listen and watch, and draw your own conclusions. Here are some of mine.

We learn from commercials that gainful employment is not necessary to high income; that can be achieved in other, quicker ways. We learn that the single measure of personal satisfaction is consumption—conspicuous whenever possible. We are not taught to value finely developed skills, such as the use of law to ease the suffering of others. Rather, “success” comes from the purchase of a mouthwash, a deodorant, an after-shave lotion—not

from rigorous study, dedication and training. How do you resolve conflicts? By force, by violence, by “destroying the enemy.” Not by listening, thinking, understanding, or cooperating. What do you do when life throws other than roses in your hedonistic path? You get “fast, fast, fast relief”—from a vitamin pill, a headache remedy, a stomach settler, a tranquilizer, a pep pill, or “the pill.” Better yet, you just “chew your little troubles away.” But dedicate yourself to socially important goals, like a Ralph Nader, or attempt to improve your own capacity to deal with life’s problems? Never.

So You Want To Go Into Broadcasting?

All right, let’s assume you’ve gone into broadcasting, and you’re working with a documentary film crew, or in a network news room, or as a foreign correspondent. You’ve decided you’re going to lay it on the line, tell it like it is. You’ve decided you’re going to tell the American people about some of the things that affect their



“There are millions of kids running around this country with transistor radios in their pockets and earphones plugged into some disc jockey’s mouth. I wonder what he’s telling them.”

lives—things like rotten meat, mislabeled poisons, cancer-causing cigarettes, “black lung” disease, artificial sweeteners (“cyclamates”), polluted air and water, clothing that suddenly burns, Vietnam. And as you prepare your program, you hear that opening announcement in the back of your mind: “This program is brought to you by the makers of” . . . canned meats, insecticides, the American Tobacco Association, diet-colas, your local U. S. Army recruiter. Do you pull your punches? You say you won’t. And I really want to believe you. But I’m going to wait and see, just to make sure.

Very soon, some of you are going to feel these and other pressures. The broadcasting industry, after all, has got a lot to offer. Expense accounts, corporate lunches, and company blazers with corporate mottos (in Latin) on the front. It will also offer you the most powerful instrument ever created to influence the mind of man: a microphone, and a television lens. What are you going to do with them? What are you doing with them now?

If you’re going to go into broadcasting, my advice to you is simple: Go in with your bags packed. And make sure that everyone knows you’re not going to stay no matter what. Remember, you’ve always got those two big options in front of you: you either accept what too often appears to be the media’s sole standard of success, conspicuous consumption, and you simply strive to maximize your income; or you acquire the confidence that what you believe in is right, that you can live comfortably on an adequate income, and that there are things more important than absorption into a bureaucratic peer-group conformity. If you “sell-out” your conscience and your scruples, you may make a tremendous amount of money, and accomplish a tremendous amount of harm.

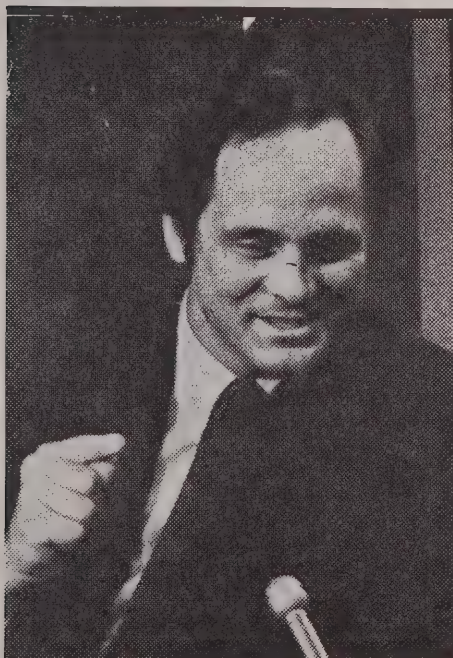
The other road, however, is no bed of roses. You may have to risk losing your job, or occasionally scrimping to make ends meet. But you’re not alone in this. Just as young lawyers have to decide whether they want to represent clients whose products pollute the air or cause cancerous lungs, and young medical students have to decide whether they will work for the ghetto poor or earn large fees helping the wealthy lose weight, so you will have to decide which side you’re on.

You’re by no means alone in this. Ralph Nader made his choice, and

there are few in this country who are not in his debt. Gary Greenberg, former attorney with the Justice Department, made his choice—and resigned rather than defend a “go-slow” policy of school desegregation in federal court.

There aren’t many comparable examples in broadcasting, but their scarcity makes them all the more noteworthy. Fred Friendly resigned as head of CBS News when his network chose to broadcast the fifth rerun of “I Love Lucy,” rather than Senator Fulbright’s hearings on the Vietnam War. Warren H. Braren, one-time Director of the NAB Code Authority, resigned his position rather than perpetuate the myth that the Code Authority independently reviewed the industry’s cigarette commercials. And Tom and Dick Smothers made that choice too. I think it’s worth listening to what Tom had to say about it:

I could have stayed on television. My brother, bless his heart, said you’ve got *carte blanche* to do what you want to do—and that was his career. It amounted to millions . . . So I’m saying it because I believe in it: You only go through life once, and if you see a wrong being done, or someone in trouble, or a fellow man that is in need, and you don’t do it now, you’ll never be past that point again.



“If you’re going to go into broadcasting, my advice to you is simple: Go in with your bags packed. And make sure that everyone knows you’re not going to stay no matter what.”

Do You Think They're Trying To Tell Us Something?

I think we might all profit by listening to those already in the broadcasting industry. Mason Williams, multi-talented artist and writer for the Smothers Brothers Comedy Hour, has said: “If reality could only get a break on TV, I know it could make it big.” Del Reisman, executive story consultant on *Bracken’s World*, recently remarked: “In terms of attitudes, in terms of social behavior, I think television is 10 to 20 years behind the thinking of the public.” And *Life Magazine* recently concluded a review of TV censorship with the gloomy observation that “an industry that gets some \$200 million a year from a soap corporation is more likely to bring you a documentary on, say, the Eiffel Tower than on truth-in-packaging legislation pending in Congress Everything on television is involved with censorship The medium is used primarily to sell cigarettes, aspirin and mouthwash and only secondarily to entertain, let alone inform or communicate.”

A network newsman commented in *TV Guide*: “We’ve gone after the common denominator. There are many vital issues that we won’t go near. We censor ourselves.” And Harry Skornia observed in his book, *Television and the News*:

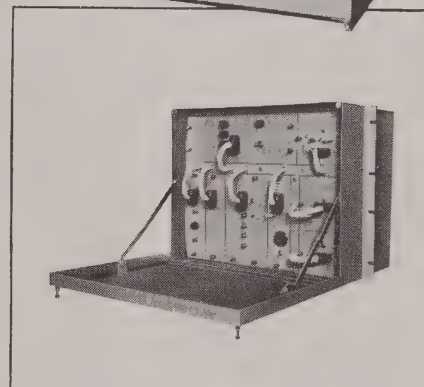
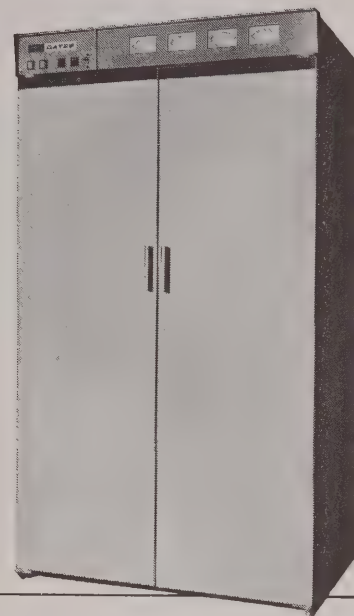
In case after case it appears that the broadcast industry itself has firmly blocked release to the public of certain facts. Although this blockage has sometimes been on behalf of the political party in power, or the military, with which large corporations are closely allied, most of it seems related to the financial and profit interests of corporations controlling broadcasting, either as station or network operators, sponsors, or a part of the business community generally, as opposed to overall national interests.

Dick Hubert, noted television documentary producer, has written: “The television documentary producer must fight . . . the pressures from advertisers and sales departments. More often than not he has been fighting a losing battle.”

Over ten years ago, Edward R. Murrow threw this challenge to the assembled National Association of Radio and Television News Directors: “I invite your attention to the television

(Continued on Page 25)

What FM transmitter power do you need?



Gates has the most complete line of FM transmitters in the industry. From 10 watts to 40,000 watts. All with a 100% solid-state exciter employing DCFM (direct carrier frequency modulation) where modulation occurs at carrier frequency. The TE-1 exciter is the heart of all H series transmitters—one tube (1kW), two tube (3, 5 and 10kW), and three tube (20kW). All FCC-type accepted, ready for prompt shipment. Tell us the power you need and ask for data on our FM antennas. Write, or phone (217) 222-8200 today.

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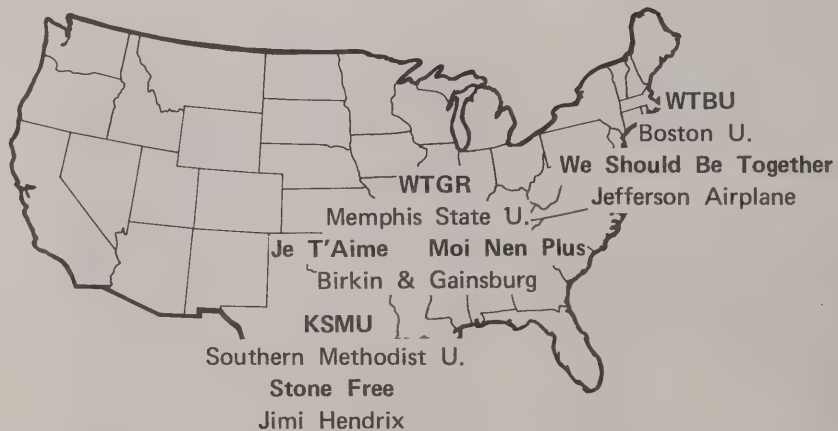
SINGLES

SOMETHING / COME TOGETHER
SUITE: JUDY BLUE EYES
WEDDING BELL BLUES
ELI'S COMING
AND WHEN I DIE
FORTUNATE SON DOWN ON THE CORNER
NA NA HEY HEY KISS HIM GOODBYE
UP ON CRIPPLE CREEK
UNDUN
I CAN'T GET NEXT TO YOU
SMILE A LITTLE SMILE FOR ME
TRACY
TAKE A LETTER MARIA
LEAVING ON A JET PLANE
ROOSEVELT & IRA LEE
CHERRY HILL PARK
DELTA LADY
MIND, BODY & SOUL
RUBEN JAMES
BALL OF FIRE

BEATLES
CROSBY/STILLS/NASH & YOUNG
5th DEMENSION
THREE DOG NIGHT
BLOOD, SWEAT & TEARS
CC REVIVAL
STEAM
THE BAND
GUESS WHO
TEMPTATIONS
THE FLYING MACHINE
CUFF LINKS
R. B. GREAVES
PETER, PAUL & MARY
TONY JOE WHITE
BILLY JOE ROYAL
JOE CROCKER
FLAMING EMBERS
KENNY ROGERS & FIRST EDITION
TOMME JAMES & SHONDELLS

APPLE
ATLANTIC
SOUL CITY
DUNHILL
COLUMBIA
FANTASY
FONTANA
CAPITOL
RCA
GORDY
CONGRESS
DECCA
ATCO
WB 7 ARTS
MONUMENT
COLUMBIA
A & M
HOT WAX
REPRISE
ROULETTE

BREAKS



ALBUMS

BEATLES
BLIND FAITH
BREAD
CREEDENCE CLEARWATER REVIVAL
CROSBY/STILLS & NASH
BOB DYLAN
GRAND FUNK RAILROAD
GUESS WHO
ARLO GUTHRIE
JIMI HENDRIX EXPERIENCE
JANIS JOPLIN
LED ZEPPLIN
MOTHERLODE
SANTANA
TEN YEARS AFTER
THE BAND
THREE DOG NIGHT
UNDERGROUND SUNSHINE

ABBEY ROAD
BLIND FAITH
BREAD
GREEN RIVER
CROSBY/STILLS & NASH
NASHVILLE SKYLINE
ON TIME
CANNED WHEAT PACKED BY
RUNNIN' DOWN THE ROAD
SMASH HITS
I'VE GOT DEM OL' KOZMIC BLUES
LED ZEPPLIN II
WHEN I DIE
SANTANA
SHHHH
THE BAND
SUITABLE FOR FRAMING
LET THERE BE LIGHT

APPLE
ATLANTIC
ELECTRA
FANTASY
ATLANTIC
COLUMBIA
CAPITOL
RCA
REPRISE
REPRISE
COLUMBIA
ATLANTIC
BUDDAH
COLUMBIA
DERAM
CAPITOL
DUNHILL
INTREPID



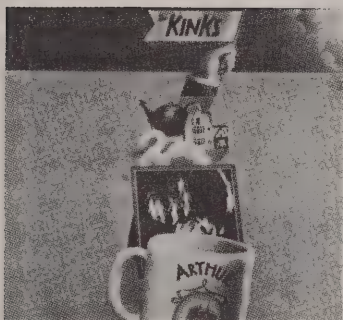
LED ZEPPLIN. . . . LED ZEPPLIN II. . . . ATLANTIC.

Another impressive album from Paige and Crew. Has everything needed for success. Zeppelin gives a solid package of the kinds of sounds on the first album, but better!



TURTLES. . . . TURTLE SOUP. . . . WHITE WHALE.

Rock & Roll style shall never die, at least if the Turtles have anything to say about it. The album has four or five cuts that have strong single potential.



KINKS. . . . AUTHOR. . . . REPRISE.

The Kinks have taken the ball from the "Who" and provided a rock opera that surprisingly stands up to that comparison. Davies' and Old Kink sound prevails but. . . don't knock it, it's sold many a record.



JOE CROCKER. . . . JOE CROCKER! A & M.

When watching Crocker you are distracted from his heavy style by his detracting stage presence. But when listening, he has the pipes and does put out the white eyed soul he is noted for.

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MOBIUS. . . DUNN AND McCASHEN..
CAPITOL**

MUSIC INDUSTRY DEPT.

DISC NOTES

by Ed Meyering

Hark! What are those rumblings in the air that are caused by sounds on those records going backwards and three times normal speed? A clue? Who's dead? Thusly went the rumor that spread rampantly through the country last month. Paul McCartney was dead, or was that really what the songs said?

MID

Beatlemania, that unknown charisma of worship that had been slowly dimming (because of the aging of their first generation of fans) was quickly rekindled. The Beatles, masters of music and leaders of the vast group called "The Younger Generation," had once again struck deep into the minds of the masses with probably the most phenomenal publicity stunt ever pulled. Imagine all the publicity they received in those first few hectic days when the rumor struck like the plague.

MID

This intricate prank must have been conceived four or five years ago, but why would they start such a rumor in the prime of their popularity? "Who knows what runs in the minds of men?" Considering that the Lennon-McCartney team has been the most prolific team seen by our generation, it isn't much of a surprise that such a complicated scheme might be conceived. But other than a publicity stunt what could be their reason? We may never know. We can be sure of one thing though. The evolution of the social structure which hangs around the Beatles is still moving (even though we don't know where). I for one am anxious to see what comes next.

W
S
U
S

STATION OF THE MONTH

General Manager-Victor Fuchs
Program Dir.—Nicholas Schaff
Chief Eng.—Thomas Martens
News Director—Debra Freeman
Sales Mgr.—Stephan Lammers

WSUS—"the soundest in education," is ten watts, 89.9 mhz, and broadcasts to the community and campus of Stevens Point, Wisconsin. The station is now located under the newly formed Communications Department at the Wisconsin State University. In its second year of broadcasting WSUS has increased to seventy-eight hours a week of on-the-air time, with Victor Fuchs, General Manager and faculty advisor, heading a student staff of forty-six. This includes a news staff of fourteen, twenty-two third class engineers, a publicity staff of four, a sports staff of four, and a first class engineer, who formerly worked for eleven cents an hour!

Last year the programming of WSUS included the home and away games of football and basketball, home baseball games, music, which ranged from classical to the Saturday Night Souvenir Spectacular with Nick Ryan, and the educational tapes of NERN. Specials included the live broadcast and two rebroadcasts of Dick Gregory, a radiothon, which helped to raise money for the poor and needy area families, live coverage of the National Elections in November, and float by float coverage as the homecoming parade passed by the front door.



A new addition to the news staff of WSUS-FM is Irene Guthrie, shown here giving her 7:55 report.

Nick Schaff, Program Director, has increased the station's programming this year, to meet the needs of the community and campus. Sign on daily is 4 p.m. to midnight, with weekend sign-on at 8 a.m. to 3 a.m.

This year, WSUS produces many of its own programs, including "Broadcast Comment," a half-hour program which shows both sides of a pertinent issue—either local or campus. Directly to the community for those who cannot attend is the monthly city council meeting aired live. And to the campus once a month is the live broadcast of the Student Senate in action. On Saturdays it's "Sites to See", a fifteen minute program of Wisconsin vacation spots for the tourist or traveler. Sunday afternoon features "Rhymes and Riddles", in which area grade schoolers, kindergarten through third grade, are interviewed and try to stump "Uncle Woody." Sunday night is the scene for "Teen Talk", a half hour program for area high school students. This is where one of the rock jocks of WSUS talks with and interviews the high school students as to sports, dances, what's going on in class or anything they're presently doing in school.

"Society Is," with Dr. Arnold Maahs, associate professor of sociology, comments on our present society. (Area commercial stations have aired several of his programs.)

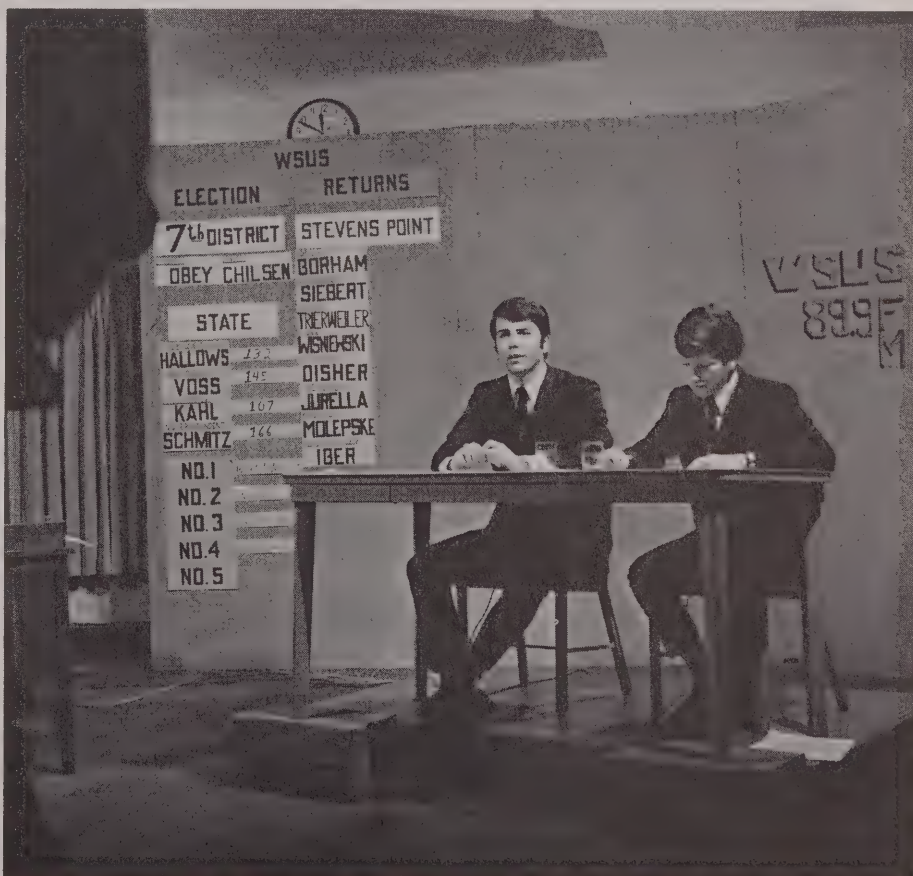
Last year WSUS put out its own "Souvenir Survey" based and tabulated on phone requests. This year Gary Wooka, Music Director, has produced the "Request Line Survey," a survey of the popular and upcoming records called in by the listeners. This year WSUS has also started its own tape network.

The most important aspect of WSUS is its "Board of Standards." This board is comprised of five students from within the station, who decide the policy and set the broadcast standards of the station.

WSUS is much more than just radio! It also broadcasts programs over CATV to the city of Stevens Point on TELTRON—Channel 6, owned by WTMJ. During the spring semester, 1969, the staff of WSUS supplied TELTRON with a weekly half hour high school sports program. Sports Director, Bob Palmer, interviewed area high school athletes who demonstrated various athletic skills and techniques. Last year, the station covered the election results of the seventh congress-

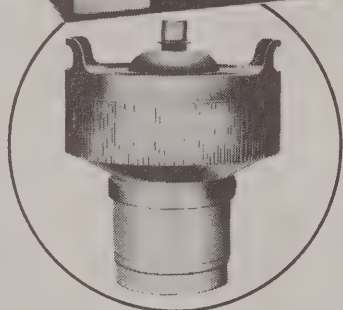
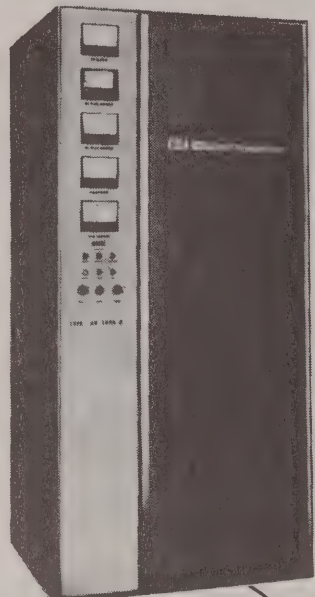


April 1st was the night, and Gary Woodka was the engineer for the simulcast of ELECTION CENTRAL on WSUS and TELTRON. Besides having a rock show, Gary is also music director at WSUS.



WSUS-FM ELECTION CENTRAL. Dick Maslowski and Darryl Germain give the latest election results, local and of the seventh congressional district.

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Telephone: (609) 456-1716

sional district, vacated by Melvin Laird, and the area elections, giving the community the fastest and only TV coverage of election results.

This year WSUS has a daily fifteen minute program of news, sports, and weather at 6:15 p.m. Monday through Friday on TELTRON. Live coverage of the homecoming parade proved to be an experience, and a simulcast of the annual radiothon on TELTRON and WSUS is in the making.

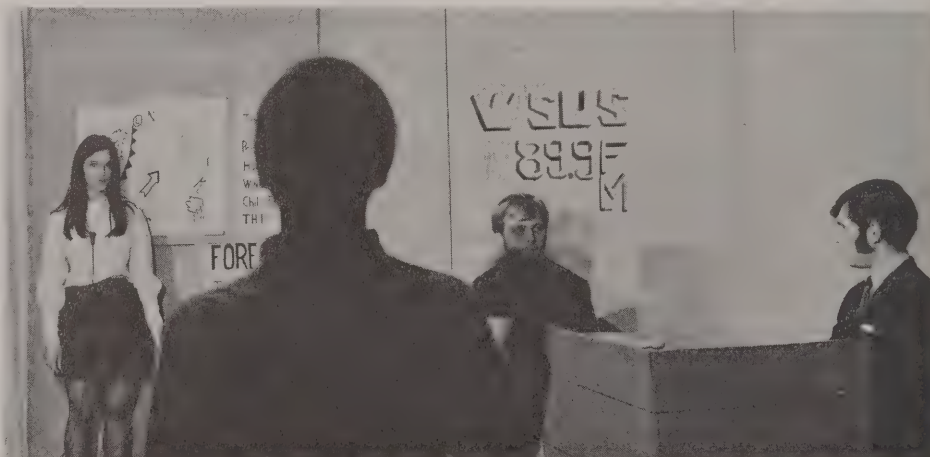
WSUS can be described as evergrowing and everexpanding. The construction of a new production room, and the remodeling of the control room will help to better serve the community and campus of Stevens Point. As they say at WSUS, "You can turn us on, but you can't turn us off."



WSUS fed NBC and ABC taped coverage of the Third Biennial Laird Youth Leadership Conference. Seated are Secretary of HEW, Robert Finch and Secretary of Defense, Melvin Laird.



This is "Uncle Woody" talking to some of the children on the Sunday program, "Rhymes and Riddles". The program is a huge success and it gives the kids as well as their parents a chance to view the station in operation.



WSUS uses the facilities and cameras of Instructional Media. Carol Slattery weather, Ed Anderson news, and Gary Cook sports, with Sherry Kust, make up part of the daily report.



The New Generation Of Broadcasters

REMARKS TO THE 1969 NAB FALL CONFERENCES

by
Vincent Wasilewski
President

National Association of Broadcasters

I cannot pretend to understand what is going on in this country today. We seem to be living in an Alice-in-Wonderland world, peering through a looking glass which distorts or simply reverses all of the values we were taught to venerate. Somewhat smugly, perhaps, our generation has felt that America was the freest and most democratic society in the world; that our political and economic system had produced a prosperous, stable, peace-loving nation which the other countries of the world might well emulate.

Suddenly, we find many of our young people attacking all our existing institutions and social relationships with a devout purpose of bringing them crashing down. We see students hitting people over the head in the name of peace, militants shutting off microphones in the name of freedom of speech, intimidation in the name of justice, and fire bombs thrown to further the cause of love.

Such outrages lead people into the temptation of listening to words such as these:

"The streets of our country are in turmoil. The universities are filled with students rebelling and rioting. Communists are seeking to destroy our country. Russia is threatening with her might, and the republic is in danger. Yes, danger from within and from without. We need law and order. Yes, without law and order our nation cannot survive. Elect us and we shall restore law and order."

That makes a great deal of sense, does it not? It sounds reasonable. It certainly has considerable appeal to many good people.

It is chilling to note that those words were spoken in 1932 by Adolph Hitler, when he sought power in Germany.

The somber lesson for us all is that extremism breeds extremism. None of us wants this country to drift into that tragic dichotomy of one generation set against another. We broadcasters can play an important role in seeing that it does not happen.

The great majority of our young people are not extremists. What has happened to their generation is a phenomenon familiar to broadcasters—the many have been tarred with the sins of the few. I have not given up on the younger generation. There are still millions of good kids—millions of reasonable, thoughtful, moderate human beings. At a time when everyone decries the lack of communication, we broadcasters have an exceptional chance to communicate with them.

For instance, has it ever occurred to you how important it is that so many of our young people want to go into broadcasting and make a career there? It is a little surprising, for these days we are told that business as a way of life turns off students. They are not interested in it. They want to become involved in serving humanity, and they are not very interested in making a career in an organization devoted solely to profits.

I read recently that some of the large New York law firms are having problems in attracting new law school graduates. They found that they were not getting their share of the brightest group, even though several of the firms had raised the *starting salary* for young lawyers to \$15,000 a year. And they were dismayed to see that even *that* wasn't enough. What some of them finally had to do was to agree that these young lawyers could spend a certain amount of time—15% or thereabouts—in service work with the poor and the blacks and others who needed help, on company time and at company expense.

That tells us quite a bit about the philosophy of many young people these days. They reject the idea that the sole purpose of a job and an organization is to make money. They concede that to live they need a job and they need to make money, but they also want their lives to have another dimension — a dimension which will be an integral part of their work.

But isn't it surprising that so many of them want to come into broadcasting? All of their lives, these young people have heard unremitting attacks on broadcasting—in the pages of our newspapers, in magazines, from the pulpit, from the universities, from politicians and Government officials—from every person, it sometimes seems, who has a complaint with some aspect

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of human existence. They have been told that broadcasting is not interested in public service, not interested in culture, not interested in education, not interested in anything—but money.

One could really expect broadcasting to be about the *last* place a bright, idealistic, young person might voluntarily choose to spend a lifetime. And yet, the knocking on doors of broadcasting stations and networks throughout the country, and related organizations like the NAB, never ceases. Increasing numbers of letters pour in.

Only a few years ago, schools and colleges with broadcasting programs numbered a couple of dozen; today, there are nearly two hundred.

During this time of serious troubles for broadcasting, I think we all might take heart from this development.

Apparently young people see in broadcasting an opportunity for service. They are able to see through this barrage of criticism that broadcasting is, in fact, a very worthwhile endeavor. They believe that broadcasting can be not only a place to make a living, but also a place to build a life.

Now we should not delude ourselves about the attitude of many of the young people who want to work in broadcasting today. They are not joining us with starry eyes. They are critical of a lot of things. They want to see some important changes made. They have a lot of new ideas that will be difficult for many of us to accept. And, above all, they are going to demand that that element of service, which they regard as a necessary part of their lives, be a part of their jobs in broadcasting.

I believe this can be a very good experience—a great and elevating experience—for broadcasting. If we are willing to listen, which is exactly one-half of communications, I suspect we all may learn quite a bit.

But while we can learn from them, they can learn from us as well. In fact, we have a duty—a duty not only to show them *how* broadcasting works, but *why* it works.

For example, they will want to make broadcasting better. That is certainly an objective we can enthusiastically share. To make something better, however, requires an analysis in order to learn what needs to be improved, what can be discarded, and, most important, what should be preserved.

There is one thing we should tell them at the outset—a simple truth so important that it should be marked Lesson I, not only for students but for anybody concerned with broadcasting. It is this: Our present broadcasting system in America broadly serves the tastes and needs of the whole population, reasonably proportioning its program types to the many and overlapping segments of our complex society. It is probably the most democratic of our institutions.

The lack of understanding or the refusal to accept that truth is the source of nearly all of our problems in broadcasting.

Raw statistics document the statement. Ninety-seven percent of our people have one or more radios, ninety five percent have one or more television sets. Every day, an estimated hundred million people listen to the radio, a hundred million people watch television. No other communication medium in the history of man can come close to those figures. Newspapers can't touch them; magazines aren't even in the running. All the books published in a year don't touch a fraction of the people we reach in one day. Broadcasting stands as the most successful and universally-accepted business enterprise in history.

To have achieved that record, we must be doing something right.

That record also establishes, without doubt, that broadcasting has captured the interest of the public—and that it has captured the public's interest by programming what interests the public. Popular entertainment predominates because it responds to the tastes and preferences of the great majority of the audience—in other words, because it is popular and because it is entertaining.

Some people feel that broadcasting should be principally an instrument of education and instruction. Others feel that it should be primarily devoted to news and information. Still others feel that at all times broadcasting should be culturally uplifting, that television should always program significant drama; and radio, serious music.

Nearly all broadcasters believe that each of these things has a place in broadcasting's total service. But they know that broadcasting is basically a mass media, offering a service that people will voluntarily seek and will find interesting and useful.

I used the word voluntary. That is a key word. Let me emphasize it. Americans do what they damn well please with their leisure time. Not a single person was required to buy a radio or television set, nor to listen to or watch a single program. Every day, broadcasters are engaged in unceasing and tough competition with everything else in this world that interests people—newspapers, books, magazines, movies, ball games, theater, concerts, golf, travel—you name it. We are chasing a highly mobile, very liberated American who can turn us off—or never even turn us on. That is the way it should be. America is not a Chinese commune where the entire populace gathers each evening to hear the thoughts of Chairman Mao Tse Tung on the radio.

Many are casting a glittering and envious eye on that audience we have built. They want to educate them, manipulate them, give them what's good for them. The sad part for them is that, as all of us in broadcasting know, it won't work. Even if they could get their hands on those millions, they would find a very significant difference between a captive audience and an audience whose interests have been captured. They would find that that great audience—if they could force feed them the dosage of education, culture and information they would like to—would, in the words of General MacArthur, “just fade away.”

I cannot believe that those bright college students would not agree that a broadcasting service which reflects majority tastes, while recognizing minority interests, is in the public interest. And, further, that it would be wrong for broadcasting to provide only what a small group regards as interesting to itself and good for everybody else. If people come to understand those facts, many of the criticisms of broadcasting will evaporate.

We have another great asset in broadcasting—our independence.

When the provisions of the first Federal Radio Act were fought out in the Congress in 1927, the clear will of the American people was that the broadcasting system of this country should not be under the control of the Government. A specific provision was inserted in the Communications Act at that time—a provision which is still a part of the law—forbidding the Government to censor programs.

That independence is now, and always has been, a fragile thing.

The FCC has strained at the leash for forty years. Most recently, after the Supreme Court ruled in the Red Lion Case, an internal memorandum was circulated within the Commission, asserting that, at last, the Commission had authority to regulate program formats, to specify types of programs, and to stipulate minimum percentages of time to be devoted to various program types.

And now we have a new threat arising out of the WHDH decision which could be the most serious of all. The real issue has been obfuscated by the charge that the License Renewal Bill gives broadcasters perpetual licenses. This is, of course, not true. It is a red herring and a false issue. The real issue is the continued independence of broadcast programming.

That small piece of paper, which is called a License to Operate a Broadcasting Station, represents your right to exist as a broadcaster. If that piece of paper is withheld, you may not turn on a transmitter, and your voice is silenced. Obviously, the grantor of that license holds in his hands a tremendous amount of power—ultimate power over the whole broadcasting system. Thus, there is no more effective way to control broadcasting—which, I would remind you, is the principal news media of this country—than through the license renewal process.

That is why it is so vitally important that the license renewal process be insulated from the pressures of politics and the subjective personal preferences of Government appointees. In our opinion, there is only one fair way to go about this—that is, to establish broad, basic, non-discriminatory rules setting forth the requirements governing the operation of a broadcasting station. If a broadcaster meets those standards, then his license should be renewed. If he fails to meet those standards, his license renewal should be denied and others should be permitted to compete for the privilege.

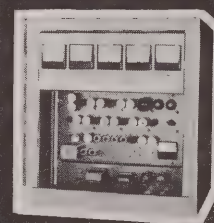
To force the broadcaster to compete at the end of his license period against people who can, and will, promise anything sets for him a nearly impossible task—because no matter what he has done, no matter how well he has done it, he can be topped by the man who has done nothing, but who can always promise more. What better ways to destroy the independence of the broadcasting industry, to whip it into line so that it reflects the

(Continued on Page 24)

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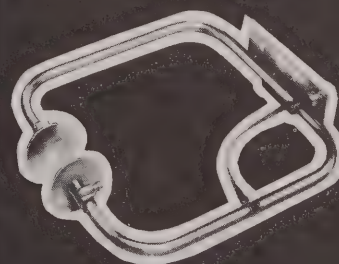
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Springfield Technical Community College, Springfield, Mass. Reserved WCCS.

Messiah College, Grantham, Pa. Reserved WVMM.

The Intercollegiate Broadcasting System maintains an office in Washington, D. C. to reserve call letters for member carrier current stations.

(New Generation)

news and the views of those who run the Government at any given time, than to continue down the road that the Commission entered when it handed down the decision in the WHDH case? By that method, you will be assured of a tame and compliant industry which reflects the views of those who have ultimate power to grant or withhold the broadcast license.

I believe we have an obligation as broadcasters to make sure that not only the young people who come into the industry but all of the public—including, particularly, the U.S. Congress which will ultimately decide the issue—comprehend the sensitivity of that license-renewal process to the continued independence of their broadcasting system.

We have another tremendous asset to the broadcasting system in this country—one that is little understood and much maligned. We are a *commercial* system.

In the eyes of some people, this is our greatest sin. To them, "commer-

cial" means "crass." To them, profits are evil. People who think like that are living in a dream world. Entertainment, culture, education, news and information all have to be paid for. Fifteen dollars for an orchestra seat at a Broadway musical is evidence of that. Strikes by symphony orchestras for more money indicate that classical musicians do not play as a charitable contribution. Our bill for property tax provides us all with an annual reminder that education costs money. The news you read in the newspaper every day is paid for by advertising and by subscription fees. Broadcasting has to be paid for, too; so what is the argument all about?

It is really about *how* broadcasting service shall be paid for.

Well, where *should* the money come from? From the Government? How long would a system remain independent with the Government paying all the bills? From a charge to people for listening and watching each program? Public sentiment is strongly against that arrangement.

The evidence is that the alternatives to a commercial system would either undercut the independence of the system or would be undesirable from the public's point of view.

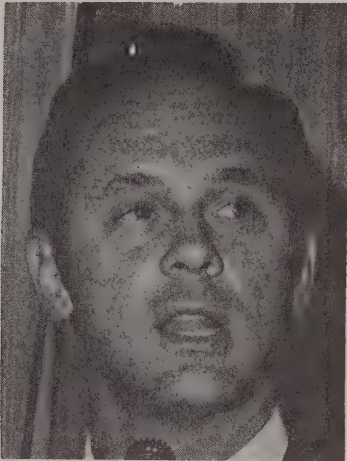
An honest conclusion is that, since the system has to be paid for, our present commercial operation is the best way to do it. Most people agree. The majority of Americans—four out of five, according to a recent Roper survey—think commercials are a fair price to pay for their broadcasting service. So actually, the scorned and lowly "commercial" turns out to have a rather noble role to play, because without financial independence there is no real independence. And a commercial system is the only method of financial support which can provide a service which is, at the same time, free and universal.

Thus, to those who object to the concept of broadcasting as a business we say: "*This is its most important asset.*" The fact that broadcasting can pay its own way is the greatest single assurance that it will remain independent. When people attack profits in broadcasting, when they attempt to impose discriminatory controls over advertising, when they attempt to break broadcasting down into uneconomic units, when they attempt to give away free the only thing we have to sell—time—they are seriously

(Continued on Page 27)

So You Want To Go Into Broadcasting (Continued from Page 15)

schedules of all networks between the hours of eight and eleven p.m. Eastern Time. Here you will find only fleeting and spasmodic references to the fact that this nation is in mortal danger." Ten years have now passed. Has anything changed?



"The broadcasting industry has a lot to offer. Expense accounts, corporate lunches and company blazers with corporate mottos (in latin) on the front."

Alexander Kendrick may have the answer in his new book, *Prime Time*, devoted to the life of Edward R. Murrow. He reports the comments of a judge for the Emmy awards who spent two full days in spring of 1968 viewing the news documentaries entered by the commercial and educational networks:

Yet for all the Vietnam films, the riots, the politics, how little we had seen of the world in twenty-two hours. There was nothing about American or foreign education, nothing about de Gaulle or France, nothing about Franco's Spain, about gold and money, Cuba and South America, the Communist bloc, Sino-Russian relations, nothing about drugs and sex. Everything was made with a high degree of technical competence; nothing was boring; but how little we learned, how infrequently I had been moved.

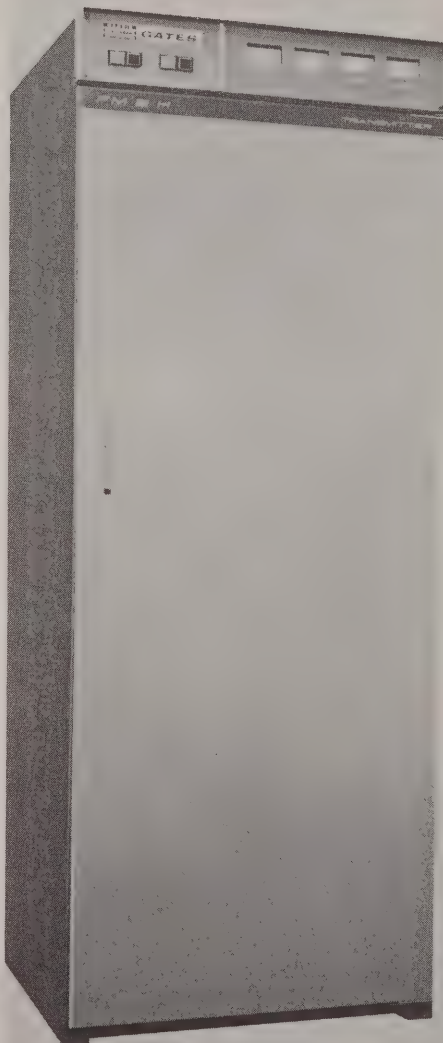
Listen to Edward P. Morgan's last ABC newscast in 1967:

Let's face it. We in the trade use this power more frequently to fix a traffic ticket or get a ticket to a ball game than to keep the doors of an open society open and swinging, by encouraging honest controversy, or, if you'll pardon the term, crusading for truth and justice.

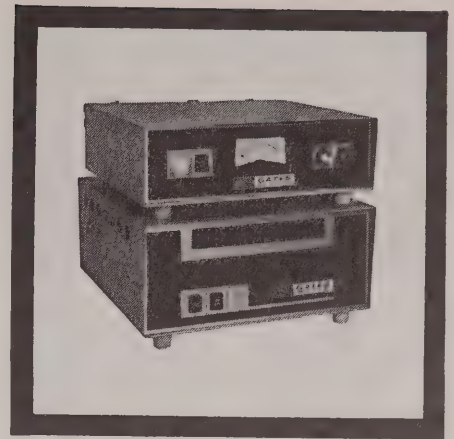
And Now a Word from . . .

So you want to go into broadcasting? Congratulations! And lots of luck. We need you. The American people need you. To tell them the truth about their world as you see it. Let's listen to Edward P. Morgan again: "There is enough wrong in this republic to merit a full-scale expose daily, if not every hour on the hour." What are you going to do about it?

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A 2,000-watt FM broadcast transmitter, the FM-2H, has been introduced by Gates Radio Company, a division of Harris-Intertype Corporation. It features low operating cost, simplicity of circuitry and component layout, and has an internally mounted harmonic filter.



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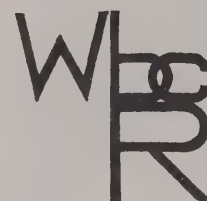
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FM Rising

Recent FCC figures showed that the number of FM radios continues to climb, with 2,038 outlets currently in operation. This represents a gain of 10 over last July and 162 over August of 1968.

Educational FM stations have gained two since July and a total of 33 over August 1968, and now total 382.

In comparison, figures showed that AM stations numbered 4,259 two months ago, which is one less than in July but 42 over the August 1968 figure.



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FROM THE EDITOR

(Continued from Page Four)

although this phase has been hotly debated. In an article in *TV Guide* (July 5, 1969), the Commissioner quoted CBS's Eric Sevareid as describing the pressures of putting together a network news show, when he had stated, "The ultimate sensation is that of being bitten to death by ducks." In a later issue of *TV Guide*, CBS News President Richard Salant claimed that the Sevareid remark had been taken out of context and that he had been talking about "the cumbersome apparatus of television journalism, with all its cameras and lights and technicians and layers of personnel." Regardless of what semantical designation you give to the Commissioner's charges, they must be taken seriously, from the standpoint of the possible long-range effects these issues might have on society.

By no stretch of the imagination is Commissioner Johnson a popular man in the opinion of the broadcaster. Recently, four southern state broadcaster associations have called for his removal from office, an action which the

NAB's Wasilewski asserts would only succeed in "making a martyr of the man." In several renewal cases, most notably among Georgia broadcasters and the case of KRON-TV in San Francisco, broadcasters have urged the FCC to remove Mr. Johnson from the licence renewal considerations because of his off-the-record prejudicial remarks about the cases. The notion of his popularity needs no further debate: How would you feel about a man who attacks your business and professional ethics and would rather see someone else given the opportunity to run that business?

Regardless of how you, as the individual broadcaster, feel about Commissioner Johnson's views about the industry, read what he has to say and form your own substantiated opinion.

In answer to a Dick Cavett question as to whether there was a conspiracy on the part of the network executives to mold public opinion, Mr. Johnson stated that he doubts that the network presidents get together every morning for breakfast and say, "well, what shall we make the American people believe today?"

In Cavett's words, "it's a relief to hear that."

(Continued from Page 24)

undercutting broadcasting's independence.

Those are some of the things we should say to young people and to all who are concerned about broadcasting. We must convince them that this is a very good system we have developed here in America. We must say: "Before you change it for something untried, or something which has been tried elsewhere and failed; before you impose on it alien concepts, show us another system—any place in the world—which can match it.

So far, in this colloquy, we broadcasters have done all the talking. But we must also listen, because I believe that our young people have something to say to us. We ought to hear it.

They are not happy with the sad state of this world. They want to do something about it. They don't want to leave it to someone else. They want to do it themselves. They don't want to wait. They want to do it now. And those who come into our industry want to do it—in part, at least—through broadcasting. They have seen what broadcasting has done, and they see what it can do.

Thank God for that. We should be flattered and happy and proud that they believe broadcasting is capable of great things. The broadcasters who founded this industry fifty years ago this year believed the same, and they made it come to pass. We should be thankful that our young people have the vision to see what can be done in the next fifty years.

And what do they believe in? They hold rather radical and revolutionary beliefs. They believe that men have certain inalienable rights. They believe that all men are created free and equal. They believe in liberty and justice for all.

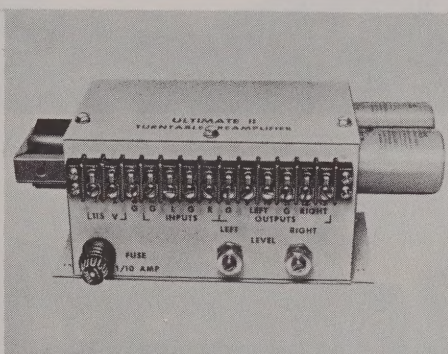
Those are the watchwords of revolution, all right . . . our own in 1776.

The basic criticism they make is that those concepts which rocked the world two hundred years ago have not yet been fully realized today. They want to see that those phrases are operable in our society and not cliches uttered once a year on the Fourth of July. They want to get on with the job.

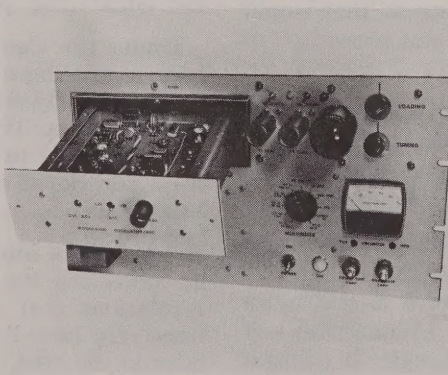
Can we disagree? Even today, those concepts are revolutionary in many parts of the world. They will be dangerous to this country only if we pay no attention to them.

So we broadcasters should say to

our youth: Join us . . . join your enthusiasm with our experience . . . join your idealism to the great traditions which we have built . . . join an industry whose taproot goes back through a glorious history of the free press in America and draws sustenance, ultimately, from the Constitution itself. For if we can join these things together, the American broadcasting industry will continue to be for the next fifty years what it has been for the last fifty—the greatest entertainment media in the world . . . the greatest news media in the world . . . the greatest information media in the world . . . in fact, the standard of the world.



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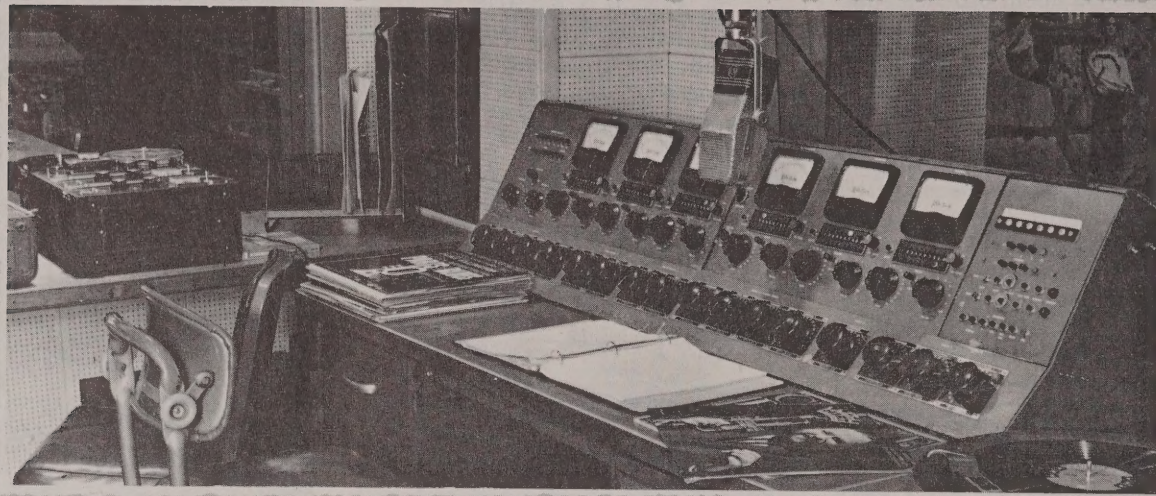


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EDITORIAL

Seemingly, the laws that govern this country are written in language that is anything but clear and concise. Be it the Constitution or the Federal Communications Act of 1934, lawmakers, and the men in black robes that interpret these laws, find themselves struggling with obvious ambiguities. In many cases, the original laws have made no provision for situations that arise today.

During the past few decades, college radio stations have been relegated to a "harmless child" position in the eyes of the Federal Communications Commission. After all, what possible harm could a wired wireless do that would violate the "public interest, convenience, and necessity" of its thousand or so listeners.

Now, with the preliminary approval having been granted by the FCC to the proposed all-night college network, collegiate broadcasters may have to expose themselves to the full brunt of the Commission's all-powerful regulation.

In its letter of approval, the only point that the FCC made clear was that it was entirely *unclear* as to what control it should impose on the network, which is still in an embryonic stage. As it now appears, the Commission will wait one year before deciding on what shackles it will put on the college network operation. After that, judging from past history, the sky's the limit.

In taking various nominal audiences and connecting them, the FCC believes that the overall audience potential will be greatly increased. Subsequently, the Collegians can expect a parallel increase in Federal regulation. As it appears to us, the only station that is greatly changing its audience potential is the network flagship station. The other carrier current stations that comprise the net will be running a regular program that is fed to them. No change in audience, engineering, or equipment specifications has taken place, so why the possible implementation of the Fairness Doctrine, lottery laws, sponsorship identification and equal time provisions.

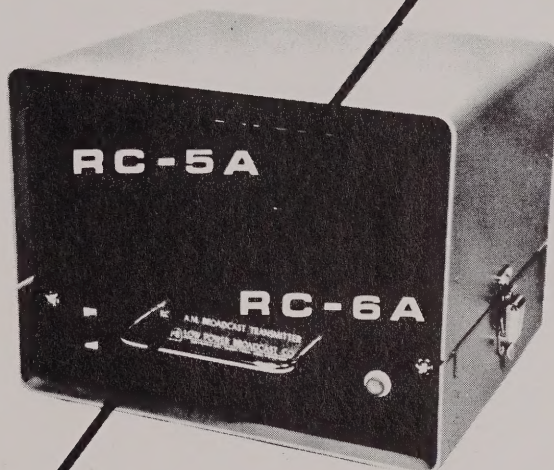
Under the Communications Act, the FCC is prohibited from regulating a network. But they have managed to do this effectively by controlling the activities of the individual affiliates. Wherever the law is ambiguous, the Commission seems to find the "elastic clause" that will allow them additional regulation. The college network will be no exception.

It will be interesting to see exactly what the FCC does in subjecting the carrier current stations to the rule and regulations that govern the commercially licensed operations. We have an idea that the Commission will, as they have in the past, overcome the ambiguity of the Communications Act and usurp the power that they require in handling the new college network situation.

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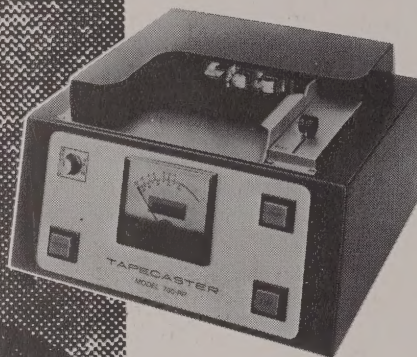
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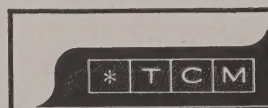
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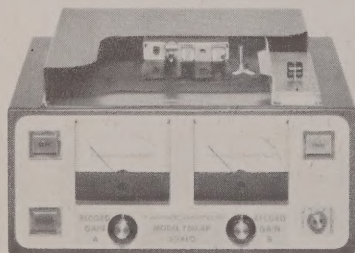


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wanted it that way...*

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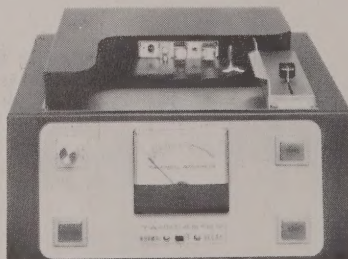


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